



Efforts to Increase Public Knowledge About Health and the Use of Gadgets for *Digital Marketing* at RW 01 Babakan Ciparay Bandung City

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Abstract

Community service activities carried out by Working Group 1 Immanuel Bandung Health Institute in RW 01 Babakan Ciparay Village, Babakan Ciparay District, Bandung City. Community service aims to Increasing public knowledge about health and utilization gadgets for digital marketing at RW 01 Babakan Ciparay Bandung City. Activities involving 8 lecturers from the S1 Nursing, S1 Public Health, S1 Nutrition, D3 Nursing and D3 Hospital Service Management (MPRS) study programs. There were 10 students involved, consisting of 2 students from the S1 Kemas Study Program, and 8 people from the D3 MPRS Study Program. Community service methods are carried out by means of counseling, lectures and questions and answers, using videos, posters, stickers, and direct practice. The media used are televisions, and laptops to display material in the form of power points. The material presented to the community was carried out in 2 stages and took place at the house of the head of RW 01 Babakan Ciparay. Phase 1 was held on Wednesday, September 8, carried out by 2 lecturers to deliver material on the use of gadgets in the era of digital marketing, family mental health and video screenings on the prevention of COVID-19, hypertension and diabetes mellitus. The second phase was held on Tuesday, 27 September 2022. The material presented includes: mental health of pregnant women and the importance of eating fruits and vegetables by means of lectures using power point media. Material on hypertension is delivered directly through lectures and questions and answers. Material on handling cardiac arrest at home, carried out with direct practice to the community. Media used for learning using mannequin aids. In addition, posters about COVID-19 prevention and stickers on how to sort waste were also given. The results of community service can increase public knowledge about health in general and the use of gadgets for digital marketing. The constraints of this community service activity have not been evaluated in a structured manner using questionnaires. The suggestion that can be recommended is that the implementation of community service be carried out in the same location with different materials, and that IKI should have a target area. Community service activities can then be continued with research first to find out the problems that exist in the community.

Keywords: cardiac arrest; digital marketing; garbage; hypertension; vegetables and fruits

A. Introduction

The Covid-19 pandemic has hit many countries, including Indonesia. Covid-19 has had an impact on various sectors of life both in the health sector and the economic sector. People are required to be creative in facing the current pandemic era [1]. Covid-19 affects almost all ages. However, current data shows that the elderly and people who have a history of chronic diseases (comorbid) have a higher risk of developing



this disease with worse complications. The history of chronic diseases in question include hypertension, diabetes mellitus, cardiovascular disease, and chronic lung disease [2]. A balanced diet according to needs accompanied by the selection of the right food ingredients will give birth to good nutritional status. Food intake that exceeds the body's needs will cause overweight and other diseases caused by excess nutrients. Conversely, food intake less than needed will cause the body to become thin and susceptible to disease [3].

According to [4] Chronic diseases such as diabetes mellitus are more common in women, because women often experience monthly cycles and easily experience menopause. Therefore, there is a need for counseling on the importance of maintaining health, especially during a pandemic like today. Community service activities are one of the Tridharma of Higher Education activities that must be carried out by lecturers [5]. Immanuel Bandung Health Institute organizes institutional community service activities which are carried out from August-October 2022, which are intended for all lecturers at the Immanuel Health Institute. Babakan Ciparay District is one of the sub-districts in Bandung City, which consists of 6 kelurahan, namely: Margasuka, Cirangrang, North Margahayu, Babakan Ciparay, Babakan and Sukahaji. The community service working group (Pokja 1) obtained a location for community service in the Babakan Ciparay sub-district area, precisely in RW 01. Babakan Ciparay Village is included in the Caringin Puskesmas area, so that in the implementation of community service activities, coordination is carried out with the puskesmas. Based on the results of a previous survey conducted by students of the S1 Nursing study program at the Immanuel Bandung Health Institute, several health problems in Babakan Ciparay RW 01 Village include 2 mental health problems, 3 people with dengue hemorrhagic fever and 2 deaths, such as open defecation free has not been achieved.

Considering that some of these health problems cannot be solved in the near future, the community service activities carried out in Babakan Ciparay Village by Pokja 1 are aimed at improving mental health and public health in general, namely regarding hypertension, diabetes mellitus, covid-19, waste sorting, efforts to consume fruits and vegetables, and cardiac arrest treatment for basic life support for ordinary people [6]. In the era of digital literacy like today, people are required to be able to take advantage of digital media, where digital media is increasingly widespread in various fields of life and levels of society [7]. The ease of use of digital technology should be accompanied by public readiness and awareness in using information technology [8]. The use of digital media is not limited to adults but also school-age villagers known as generation Z. Therefore, counseling about digital media such as the use of gadgets is very beneficial for the community both in the health and economic fields [9].

The activities carried out by Babakan Ciparay sub-district do not only focus on the health sector. However, it also focuses activities on the economic sphere. Covid-19 has greatly affected the economic sector of the community, especially in the business sector [10]. Utilization of digital media to develop micro and macro community businesses. Digital media such as gadgets can be a solution to help market people's businesses. Gadgets are digital media that can help people market their products, expand their market share and minimize the promotional costs they spend [11]. The need for good mastery of various information media and technology and their effective use, it is important to continue to update information on business products that are run and always maintain better relationships and interactions with consumers [12]. Based on this explanation, efforts are needed to increase public knowledge about health and the use of gadgets for marketing and business.

B. Research Methods

The community service method is carried out by counseling, lectures, and questions and answers using videos, posters, stickers, and direct practice. The media used are televisions, and laptops to display material in the form of power points. The material presented to the community was carried out in 2 stages and took place at the house of the head of RW 01 Babakan Ciparay. Phase 1 was held on Wednesday, September 8, carried out by 2 lecturers to deliver material on the use of gadgets in the era of digital marketing, family mental health and video screenings on the prevention of COVID-19, hypertension and diabetes mellitus. The second phase will be held on Tuesday, September 27, 2022. The material presented includes: mental health of pregnant women and the importance of eating fruits and vegetables by means of lectures using power point media. Material on hypertension is delivered directly through lectures and questions and answers. Material on handling cardiac arrest at home, carried out with direct practice to the community. Media used for learning using mannequin aids. In addition, posters about COVID-19 prevention and stickers on how to sort waste were also given.



The data collection techniques used in this service are observation and documentation techniques. The data analysis technique used is qualitative descriptive which aims to provide a general overview of the nature of qualitative descriptive research methods. This article is prepared based on the literature review method of articles that examine qualitative descriptive [13]. Descriptive research is research to find facts with the right interpretation. Study problems in society, as well as community procedures and certain situations, including the relationship of activities, attitudes, views and ongoing processes and the effects of a phenomenon [14]. Data on this service will be analyzed qualitatively, which is a procedure that produces descriptive data in the form of written words, or spoken people or observed behavior [15].

The implementation of community service activities began with the opening of Community Service Activities together, carried out in the hall of the Immanuel Health Institute by inviting sub-districts, heads of community health centers, as well as village heads and RW officials who are the location of community service, as well as health cadres who will later assist in the implementation of lecturer community service activities.

The Head of the Caringin Health Center conveyed an overview of health conditions in his work area at the opening of community service. Likewise, from Babakan Ciparay sub-district and representatives of each RW provide information about health conditions in their respective areas.



Figure 1. The opening of the Community Service Institution was attended by the Head of the Sub-district and the Head of the Caringin Community Health Center.

C. Result and Discussion

The current pandemic condition still has many problems related to compliance in implementing health protocols. The current increase in Covid-19 cases in adults is expected to be more compliant with health protocols because it can be a cluster source. Covid-19 is a disease that attacks the respiratory system caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) which attacks all levels of society including children. Efforts to control the COVID-19 pandemic that can be done are 3M (Washing hands, wearing, taking off, and disposing of masks, and Maintaining distance).

The counseling carried out will increase people's knowledge, attitudes and behavior in carrying out health protocols during the Covid-19 pandemic. Someone who has good knowledge related to healthy behavior



then there is a tendency to behave well as well. This means that in order to promote healthy and safe behavior, it is also necessary to increase knowledge about health [16].

Intervention efforts made to improve public knowledge and behavior about covid-19 are making interactive poster and video media with material on reminding the public that the covid-19 pandemic is not over and 3M appeals (wearing masks, washing hands with soap and maintaining a distance of at least 1 meter). Videos and posters are used in community activities, considering their effectiveness, namely in terms of time and place. Poster media can be pasted in a really strategic place so that it can reach the entire community. Poster media is made with an attractive design, simple and with familiar language to be an attraction for the community so that it is easier to receive the message conveyed.

A recent technological innovation that has better capabilities than the features that are already available and has a more practical and also more useful purpose to help human work. For example, smartphones and laptops [17]. All forms of product and service marketing activities are carried out virtually using digital media / internet. Digital marketing can help business owners, not only generate new generations and consumers, but also help save entrepreneurs expenses. Community service carried out aims to help people use their gadgets to increase business opportunities and use them for digital marketing.

Digital marketing is an alternative in marketing, because it has advantages in terms of cost and time efficiency, interactive, wider market reach, easy to measure and unlimited customers. While the weakness of digital marketing is the existence of obstacles in internet connection, payment method problems, and lack of customer trust in sellers.

Mental disorders can also occur in pregnant women. According to WHO (2018), in developing countries, the problem of mental disorders is higher (15.6%) occurs during pregnancy and after the birth of adank (19.8%). Factors that affect mental condition during pregnancy are: Mental readiness to face pregnancy, birth and motherhood, Quality of marriage that is disturbed / there are problems in the relationship between husband and wife or with family, Physical and hormonal changes. For example, morning sickness, leg cramps, back pain, and others that can make mothers stressed, and do not get support from the surrounding environment, such as family, friends and others [18].

Mental health disorders in pregnant women, both anxiety and depression, which are not resolved will have an impact on the mother, fetus conceived, and family; It can even continue until the period after birth (postpartum) or become worse until self-harm or suicide arises. Therefore, it is necessary to conduct counseling to pregnant women and expectant mothers to reduce the incidence of depression or mental disorders in pregnant women, as has been done by working group 1 in RW 01 Babakan Ciparay Village, Babakan Ciparay District, Bandung City.

Due to Lack of Vegetables and Fruits in a Day can cause several symptoms, such as: dry and tangled hair, gums bleed easily, feeling tired throughout the day, decreased vision function, coolie becomes dull, easily stressed, problems with digestion, looks older and more susceptible to disease. Therefore, it is necessary for people to consume fruits and vegetables regularly, so that all symptoms that can occur due to lack of vitamins and nutrients needed can be overcome.

Hypertension and diabetes mellitus are chronic diseases that are still a problem in the community. Adherence in medication and diet is still lacking in society. Community service carried out by Working Group 1 through videos and direct counseling by doctors is expected to increase public knowledge and attitudes in managing the disease, so that risk factors that may occur can be avoided.

Garbage is a general term often used to express solid waste. Waste is the remains of materials that undergo treatment, either because it has been taken the main part, or because of processing, or because there is no benefit in terms of social economics there is no price and in terms of the environment can cause pollution or disruption to the environment [18].

Intervention carried out to the community by distributing posters that should be pasted in the trash, to remind them how to sort waste properly and correctly. Waste sorting education needs to be done, because so far the community has not sorted waste, so it can result in more and more waste and accumulate which can cause pollution.

Several health education activities carried out by Pokja 1 in RW 01 Babakan Citarip are expected to be useful for the community and also for the Immanuel Bandung Health Institute, including lecturers and students. Some limitations in the implementation of community service that have been carried out, including: 1) there is still no evaluation of increasing knowledge, skills and community behavior; 2)



community service activities are carried out at the house of Mr. RW, with limited room conditions, so as to affect comfort and smoothness in community service activities; 3) the absence of permanent garbage, so that the stickers that have been made, cannot be applied to be attached to the trash can, so that the sticking is done on the wall of the house, with the approval of the RW chairman.

D. Conclusion

Community service activities carried out by Pokja 1 in RW 01 Babakan Ciparay, Ciparay District, Bandung City with the target of the general public in the region, have been able to improve community knowledge and behavior/practice. From the results of cardiac arrest handling practices, the community can correctly carry out the process that must be carried out.

To find out the behavior of the community in eating fruits and vegetables, further research is needed, so that it can be known that the community has consumed fruits and vegetables, as has been recommended in counseling activities at community service activities.

Community service activities that will be carried out next can be carried out in different locations with the same theme, or with the same place with different themes, to enrich public knowledge, especially about health, and people's skills in using their gadgets to improve economic levels.

Community service is carried out by involving students, as well as for student learning to go into the field. Student participation helps the smooth running of community members, and is tasked with making documentation, collecting data and administrative completeness.

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